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World Federation for Mental Health *Fédération Mondiale pour la Santé Mentale*

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Dear Friends of World Mental Health Day:

The World Federation for Mental Health is pleased to provide you with the 2005 World Mental Health Day global mental health education campaign materials packet. We encourage you to make full use of the materials and resources included in this year's packet to organize and commemorate World Mental Health Day in your community and country.

The 2005 campaign theme, *Mental and Physical Health Across the Life Span*, continues to focus attention on the inseparable relationship between physical and mental health that was begun with the 2004 World Mental Health Day campaign. We believe the 2004 campaign represented a good beginning to increasing awareness about these issues – and to encouraging informed grassroots citizen, patient, and family advocacy on behalf of greater public policy priorities for an integrated health approach, while also dispelling some of the myths and misconceptions about mental health and disorders.

WFMH also recognizes that much more effort will be required to change policy, practice and service delivery systems to ensure mental health needs and concerns receive the level of priority necessary to reduce the burden of disease associated with serious mental disorders. We also recognize, even as new and effective methods of treatment are being introduced to treat mental illnesses, resistance continues to incorporate them into general medical practice, as does inaccurate and misleading information about treatment and medications. WFMH encourages you to use this year's campaign theme and materials to promote these messages in your country. Public misunderstanding and stigma continue to create barriers that prevent too many people from seeking available treatment for mental and behavioral problems.

I hope you will also enjoy the changes and improvements reflected in this year's campaign packet, and that you will find the materials easy to reproduce and use in preparing your education and awareness activities. I would also call your attention to the newly established Richard C. Hunter Excellence in World Mental Health Day Program Memorial Award, and encourage you to become eligible for that award by submitting a report to WFMH describing your 2005 World Mental Health Day activities.

On behalf of WFMH, I wish you great success as you commemorate World Mental Health Day 2005 on 10 October, and continue your important work throughout the next year.

Sincerely,

L. Patt Franciosi

L. Patt Franciosi, PhD
President
WFMH Board of Directors

Honorary President – Tsung Yi Lin, MD – Canada

An international non-governmental organization in Consultative Status to the United Nations and its specialized agencies
The Federation is a not-for-profit 501 (c) (3) organization

World of Thanks

As a follow up to the 2004 Campaign on the Relationship Between Physical and Mental Health: Co-occurring Disorders, the WFMH has chosen the *Mental and Physical Health Across the Life Span* as the theme for World Mental Health Day 2005. This campaign highlights the need for attention to both physical and mental well being at every stage and age of life. No one is exempt from possible health issues; therefore, each gender and age bracket needs to have separate research, treatment and care if we are to assure the best possible health for every individual.

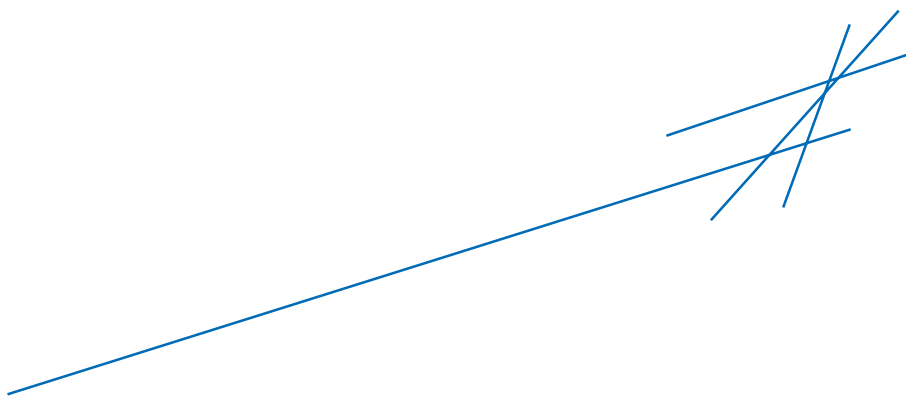
This year's packet has been redesigned and formatted for optimal use and distribution. All pages are in "fact sheet" format and are color-coded by section. We encourage you to make copies and distribute this information throughout your communities.

The WFMH extends its appreciation and gratitude to those who have been influential in this years campaign. Ellen Mercer, our principal writer, and Preston Garrison for additional material and important contributions to the document; Stephanie Pletcher and Tabatha Lovelace for design assistance; the WFMH staff for their teamwork; Matilde and Marguerite from Allied Languages; Kevin Owens and Art-Litho Printing Solutions; Shire Health International staff and designers for the cover and poster design; and Jen Yoder at Eli Lilly for her assistance in preparing the fact sheet on pain and depression.

We also wish to express a special thanks to all of those organizations that gave us permission to adapt and use their material in this packet: Royal College of Psychiatrists, NSW Multicultural Health Communication Service, the National Institute of Adult Continuing Education, and the Auburn United Methodist Church.

As we all know, this important project would not be possible without the financial assistance we receive from our generous sponsors. We would like to acknowledge the WMHDay sponsors and contributors for this year: AstraZeneca as our major sponsor, along with contributing support from Bristol Myers Squibb, Eli Lilly and Company and Otsuka America. Their continued support makes it possible for the WFMH to send this packet to thousands of people, all over the world, free of any charge.

Most of all, WFMH thanks the many individuals and organizations in countries around the world for their leadership efforts to organize events and programs to commemorate World Mental Health Day in their communities and countries. Without those efforts, WMHDay would not reach the wide audience it does and would have little impact on improving awareness, understanding and acceptance of mental illness or the need to promote emotional and mental health.



World Federation for Mental Health

AWARENESS

The World Federation for Mental Health was founded in 1948 to advance, among all peoples and nations, the prevention of mental and emotional disorders, the proper treatment and care of those with such disorders, and the promotion of mental health.

The Federation's organizational and individual membership includes mental health workers of all disciplines, consumers/users of mental health services, family members and concerned citizens. It is accredited in consultative status to the United Nations and its specialized agencies, and works closely with the World Health Organization.

PREVENTION

Throughout its history, the Federation has been active in advancing the concerns of the mentally ill before international forums, both private and governmental, and in supporting the efforts of its member organizations at the national and regional level.

Mission

The mission of the World Federation for Mental Health is to promote the advancement of mental health awareness, prevention, advocacy, and best practice recovery focused interventions worldwide.

ADVOCACY

Goals

- To heighten public awareness about the importance of mental health, and to gain understanding and improve attitudes about mental disorders.
- To promote mental health and prevent mental disorders.
- To improve the care, treatment and recovery of people with mental disorders.

EMPOWERMENT

Find out more about our many international activities, including World Mental Health Day (October 10), at our web site www.wfmh.org.

WWW.WFMH.ORG

Please give WFMH your support!

World Federation for Mental Health Board of Directors

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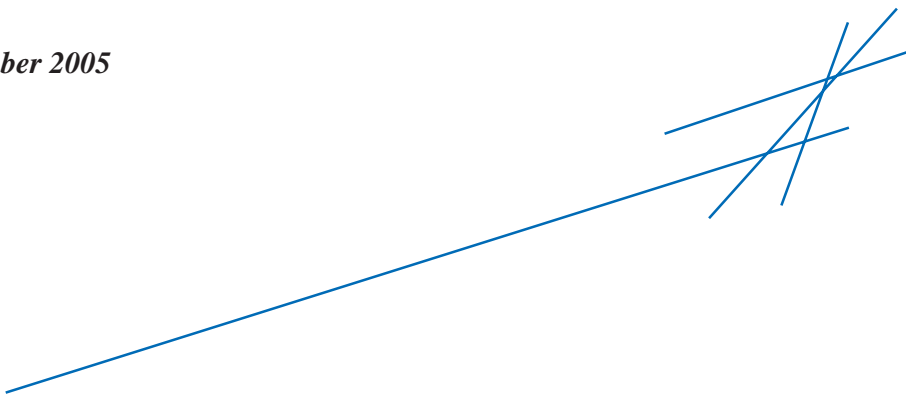
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– Board of Directors until 8 September 2005



Membership Application

If you are not yet a member of the World Federation for Mental Health, why not join NOW and take advantage of our *special membership enlistment rate* with this form only! Join and become a part of the worldwide mental health movement to help improve the mental and emotional well being of people around the world! The rates below are acceptable with this form only and expire on 10 October 2005! Send back your membership form, save on your first year of benefits and be a part of the only international, multidisciplinary, grassroots advocacy and education organization concerned with all aspects of mental health!

TYPES OF MEMBERSHIP

- Individual membership, for any individual who would like to join WFMH.
- Affiliate membership, for organizations that would like to be affiliated with WFMH.
- Voting membership, for national or international organizations that would like to help with the matters related to WFMH, both internally and externally. Applications are available upon request.

MEMBERSHIP BENEFITS

- Opportunities for networking and collaboration with colleagues in other parts of the world with common interests and concerns
- Quarterly newsletters - bringing you timely information on global mental health issues
- Annual reports of WFMH's activities
- Reduced rates at some WFMH events including regional seminars and conferences as well as the Biennial World Congresses

MEMBERSHIP FEES

		<u>Special Rate</u>
<u>Individual membership</u>		
Regular member (developed countries)	\$35	\$25
Developing country member (designated by OECD)	\$15	\$10
<u>Affiliate membership</u>		
Libraries	\$35	\$30
Annual budget below \$100,000	\$50	\$40
Annual budget of \$100,000-\$999,999	\$150	\$125
Annual budget of over \$1 million	\$300	\$250

Please circle the type of membership you are applying for:

Membership Application cont.

<u>Individual membership</u>		<u>Affiliate membership</u>	
Regular	\$25	Library	\$30
Developing country	\$10	Budget below \$100,000	\$40
		Budget of \$100,000 - \$999,999	\$125
		Budget over \$1 million	\$250

Please provide the following information:

Organization name *(only if applying as an affiliate member)* _____

Main contact person _____

Title _____

Address _____

Telephone _____ Fax _____

E-mail _____

Payment:

Please charge my Visa or MasterCard *(circle one)*

Credit Card number _____

Expiration date _____

Name on card _____

Signature _____

Check, bank draft or money order enclosed *(payable to WFMH)*

Please return this form along with your payment (in U.S. Dollars) to:

World Federation for Mental Health
2001 N Beauregard Street, Suite 950
Alexandria, VA 22311
USA

Report Form

How Did You Celebrate The Day?

Here is your chance to let us know about your World Mental Health Day events and help us improve future education packets. The strength of this project lies in the effect it has in the field - therefore we urge you to send in a report of your 2005 activities. We hope everyone will join in, not only doing something to 'spread the word' but by letting the rest of the world know what you are doing by writing back to us! Every event - no matter how large or small - is important to us. And all pictures, news articles, and promotional materials are welcome. Most of the prominent activities, if received by 3 February 2006, will be put on our website. We look forward to hearing from all of you!

(PLEASE PRINT ALL INFORMATION)

Name: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

1. Overall, how satisfied were you with the World Mental Health Day Educational Material?

(circle one)

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

2. Do you have any helpful suggestions on information that could be useful for future planning material?

3. Please tell us which materials within the planning kit that you feel are useful for future World Mental Health Day packets.

Report Form cont.

4. What Special Events did you hold to observe World Mental Health Day?

5. If you were to choose the one outcome that you are most proud of accomplishing through your World Mental Health Day Event, this year, what would it be? *(Use additional pages, if needed)*

Do you know of anyone who would be interested in obtaining a copy of future World Mental Health Day Educational Material? Please **PRINT** their name and address below:

Name: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Please return this form by mail to:

World Federation for Mental Health
2001 N Beauregard Street, Suite 950
Alexandria, VA 22311
USA

Resources

American Academy of Child & Adolescent Psychiatry
3615 Wisconsin Ave., N.W.
Washington, D.C. 20016-3007
USA
www.aacap.org

American Psychiatric Association
1000 Wilson Boulevard, Suite 1825
Arlington VA 22209-3901 USA
www.psych.org

Association of Maternal & Child Health Programs
1220 19th Street, N.W., Suite 801
Washington, DC 20036 USA
www.amchp.org

At health.com
14241 NE Woodinville-Duvall Road, #104
Woodinville, WA 98072-8564 USA
<http://www.athealth.com>

Auburn United Methodist Church
P.O. Box 3135
Auburn, AL 36831 USA
www.aumc.net

Australian Government Department of Health
& Ageing
GPO Box 9848
Canberra ACT 2601
AUSTRALIA
www.health.gov.au

The Australian Psychological Society
PO Box 38
Flinders Lane Post Office
Melbourne Vic 8009
AUSTRALIA
www.psychsociety.com.au

Canadian Health Network
www.canadian-health-network.ca

US Committee for Refugees and Immigrants
1717 Massachusetts Avenue, NW, Suite 200
Washington DC 20036 USA
www.refugees.org

European Men's Health Forum
11 Rue de l'Industrie
B-1000 Brussels, BELGIUM
www.emhf.org

Global Initiative on Psychiatry
PO BOX 1282
Hilversum 1200BG
THE NETHERLANDS
www.gip-global.org

Men's Health Forum
www.menshealthforum.org.uk

Mental Health Foundation, UK Office
7th Floor, 83 Victoria Street,
London SW1H 0HW
UNITED KINGDOM
www.mentalhealth.org.uk

Mental Health Foundation of Australia
270 Church St,
Richmond, Vic 3121
AUSTRALIA
www.mhfa.org.au

Mentality
134-138 Borough High Street
London SE1 1LB
UNITED KINGDOM
www.mentality.org.uk

National Institute of Adult Continuing Education
21 De Montfort Street
Leicester, LE1 7GE
UNITED KINGDOM
www.niace.org.uk

Resources cont.

National Institute of Mental Health
6001 Executive Boulevard
Bethesda MD 20892 USA
www.nimh.nih.gov

National Mental Health Association
2001 North Beauregard Street, 12th Floor
Alexandria VA 22311 USA
www.nmha.org

NSW Multicultural Health Communication Service
GPO BOX 1614
Sydney NSW 2001
AUSTRALIA
www.mhcs.health.nsw.gov.au

National Women's Health Information Center
US Department of Health & Human Services
8270 Willow Oaks Corporate Drive
Fairfax, VA 22031 USA
www.4women.gov

Royal College of Psychiatrists
17 Belgrave Square
London SW1X 8PG
UNITED KINGDOM
www.rcpsych.ac.uk

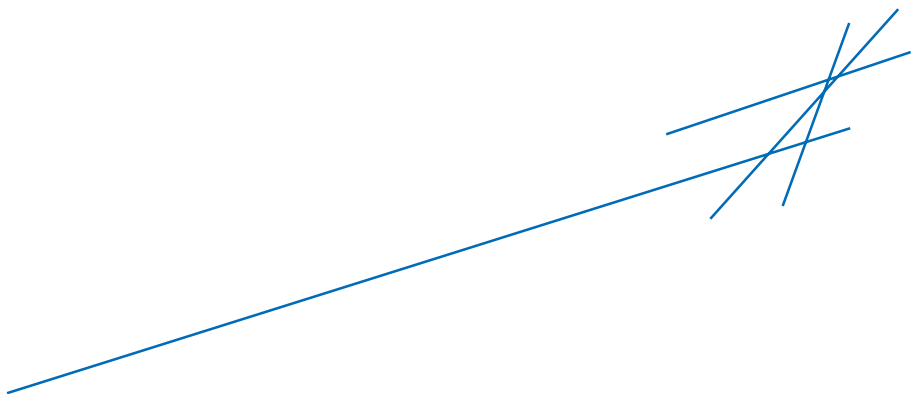
UN High Commissioner for Human Rights
Committee on the Rights of the Child
D 214, Palais des Nations
1211 Geneva 10 SWITZERLAND
www.unchr.ch

University of Minnesota Child, Youth and Family
Consortium
200 Oak Street, SE, Suite 270A
Minneapolis, MN 55455 USA
www.cyfc.umn.edu

WebMD
My.webmd.com

World Health Organization
Division of Mental Health and Substance
Dependence
Geneva CH-1211 SWITZERLAND
www.who.int

YoungMinds
102-108 Clerkenwell Road
London
EC1M 5SA
UNITED KINGDOM
www.youngminds.org.uk



The Richard C. Hunter Mental Health Day Award

Name

Organization

Address

City

State/Province

Postal Code

Country

Phone

Fax

Email

Please read the information below carefully before submitting your nomination

Deadline:

Material must be received no later than January 20, 2006. Send material and nomination form to WFMH Secretariat, 2001 N Beauregard, Suite 950, Alexandria, VA 22311 USA or email to dmaguire@wfmh.com or fax to US+703.519.7648.

General Information:

Purpose: To recognize those individuals or organizations who produce and carry out activities under the auspices of WMHDay. The RCH Mental Health Day award will be presented annually in honor of an outstanding WMHDay activity that has created awareness of the year's theme and of mental health in general.

All material sent in will be reviewed and a final winner will be chosen by March 20, 2006. The chosen person or organization will be notified and sent a special certificate as the RCH Mental Health Day Award winner, along with a mention on our website and their material displayed at our yearly WMHDay Event.

Criteria:

- The activity will have focused on the current year's theme
- The activity will have had to occur at some point during 2005
- The nominee will need to have information on the numbers of potential people reached/influenced, material distributed and in what type of venue this was held.
- Pictures, reports, articles, documents, etc should be sent in to help substantiate the scope and impact of the event.